

Helping raise children in foster care



## An Introduction to iFoster

May, 2011

## Foster care saves children

Over 800,000 every year in the United States



Rescued from abused, violence, or neglect at home



Source: childwelfare.gov, 2008 national statistics

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## The system struggles to achieve more

Children need a caring adult, a home



- ~ 425,000 children live in temporary placements every day
- 53% will be in care for over 1 year  
33% will be in care for over 3 years
- On average, they will have 8 temporary placements

~30,000 youth a year will leave foster care with no permanency

- 50% will be homeless
- 46% will drop out of high school
- 25% will be incarcerated
- 15% will contemplate or commit suicide
- Only 3% will attain a bachelor's degree



Source: childwelfare.gov, 2008 national statistics; Time for Reform: Aging Out and On Their Own, Jim Casey Youth Initiative, May 2007

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## iFoster is working to solve this crisis

iFoster addresses the biggest issues facing caregivers ...

- \$1 Billion funding gap for children's food, clothing, and school supplies (Title IV-E basic needs)
- Lack of coordinated support, both knowledge/advice and moral support
- Lack of influence on children's future and the system

To improve stability, permanency and outcomes for children ...

- **Stabilize:** Close the funding gap through discounts, group buying, community trading
- **Strengthen:** Enable community sharing and learning from trusted resources
- **Empower:** Foster collective voice on key issues important to the community

Economically and at scale

- All children and emancipated youth
- Nationwide, replicable globally
- Free and online (24x7)
- 400x ROI



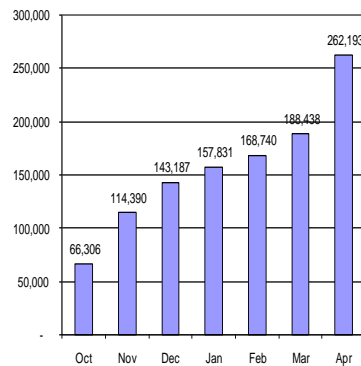
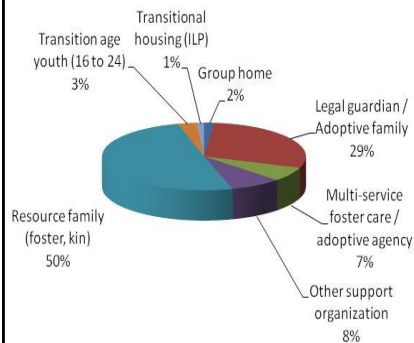
Source: Hitting the M.A.R.C. - Establishing Foster Care Minimum Adequate Rates, Oct, 2007, NFPA et al; Understanding Foster Parenting: Using Administrative Data to Explore Retention, Jan 2005, DHHS; Enhanced Services and Stipends for Foster Parents: Effects on Retention Rates and Outcomes for Children, Chamberlain et al, 1992, CWLA; National Survey of Current and Former Foster Parents, Children's Mental Health Services Research Center-- Social Work-- vol 27-- Sept 2003

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In our first 6 months, we have gone viral based on our pilot program targeting the funding gap

~5,000 members in 48 states

~260,000 children & youth



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Membership is free and only for foster care

#### Eligible members

- Transition-age youth (16-24)
- Resource families (kin, foster)
- Legal guardians and adoptive families
- Group homes
- Transitional housing and ILP service providers
- Multi-service foster and adoptive agencies
- Other support organizations (e.g. CASA, government, associations)

#### Membership is private

- Secure registration at [www.ifoster.org](http://www.ifoster.org) takes less than 1 minutes
- Response time to get your secure login and start saving is ~24 hours
- iFoster does not sell information or spam



The screenshot shows a web form titled "Member Info" and "Foster Community Affiliation". It includes fields for First Name, Last Name, email, State, and Zip Code. Below these are dropdown menus for Member Type (Transition age youth, Legal guardian / adoptive family, Resource family) and a text field for the Name of Child Welfare Agency or Foster Care / Adoptive Organization. There is also a field for the Average number of children in your care or number you serve, and a final question "How did you hear about us?".

## Our pilot program provides 100,000+ discounts



**Celebrate your savings!**  
An Elite Collection of Local and National Discounts

[Home](#)
[My Profile](#)

Check out the latest post on the **Celebrate Your Savings** blog to discover new ways to save money.

Categories

- Automotive
- Business Services
- Cellular Phones
- Electronics
- Entertainment
- Fashion
- Gifts
- Health & Beauty

Recommendations

- Home Living
- Insurance Center
- National Attractions
- Recreation
- Restaurants
- Travel
- Unique Experiences
- ALL Categories >

Tuesday Feature

Sign up to receive a weekly email featuring new discounts

Popular Vendors

Macy's Abenity Grocery Coupons  
Restaurant.com Abenity Travel Center AMC

introducing

Abenity Groceries

Abenity members have access to hundreds of free printable grocery coupons with new discounts added daily

Click to start saving hundreds on your grocery bill

Welcome Browse by Category Browse by Vendor Favorite Offers

Arla, welcome to your iFoster discount program.  
Learn how to start saving on thousands of products and services through our vendor network.

Featured Partners

Fresh Offers

11/4 **Lenovo** LIMITED TIME OFFER: Save an additional 10% off the sale price of all ThinkPad T Series and ThinkPad X Series

## Our members have saved an estimated \$3M in our first 6 months

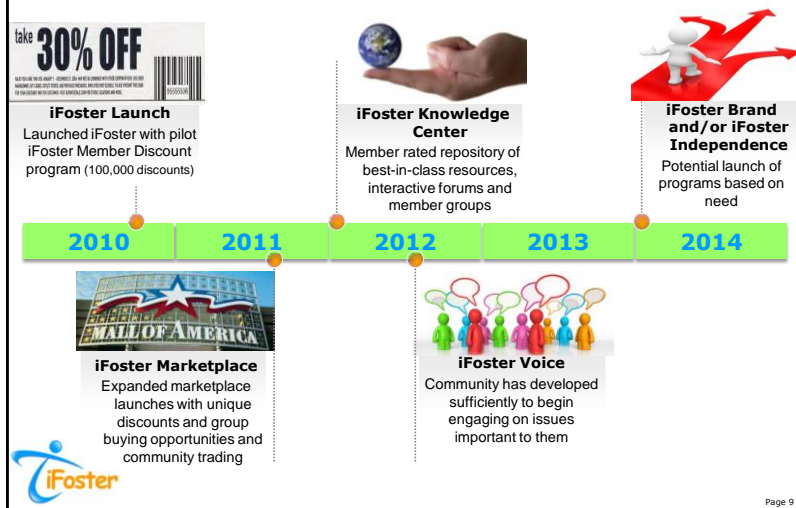
14% of members transact every day, getting discounts on:

General	
BJ's Wholesale Club	2 for 1 membership
Office Depot	Employee discount
Sam's Club	\$25 gift card w memb.
Sears	20% off
Food	
Groceries	100s of mfg coupons
Restaurants.com	80% off (\$2 buys \$25)
Olive Garden, Outback, Red Lobster, and more	Specific discounts
Health	
DentalPlans.com	10% off
Eye Benefits	Up to 50% off exams, eyewear, contact lenses, LASIK
Pharmacy Card	Up to 65% off
Weight Watchers	Over 25% off
Education	
eBooks	20% off on subjects
Kaplan Test Prep	10% off SAT, ACT
Magazines (over 1,000)	15% off
Turbo Tax	15% off

Computers and Electronics	
Best Buy	10% off storewide
Dell	Up to 30% off
Hewlett Packard (HP)	Employee discount
Panasonic	Employee discount
Clothing	
Aeropostale	25% off
Ed Hardy	25% off clothing
BedHead Pajamas, Macy's, Sports Authority	15% off
Footlocker	\$15 off of \$75
Kmart, Target	10% off storewide
Entertainment	
Amusement parks (Disney, Knott's Berry, SeaWorld, Six Flags, Universal, etc.)	12% to 45% off admission
Blockbuster	Up to \$15 off rentals
Broadway & Concert tickets	10% off
Movie tickets	25% to 37% off
Petco	10% off
Southwest Vacations	Up to 50% off hotels
Sports Tickets	10% off MLB, NBA, NFL, NHL, NCAA



## We set an aggressive timeline to meet demand



## For discussion

1. How do you see iFoster providing value to the children and families of Los Angeles County? What would enhance our value?
2. iFoster brings relationships with retailers and others outside of foster care to the community. What value add could these partners provide beyond discounts (e.g. jobs for youth)?
3. What products and services are most needed? Which retailers or service providers are most wanted or already support foster care?

